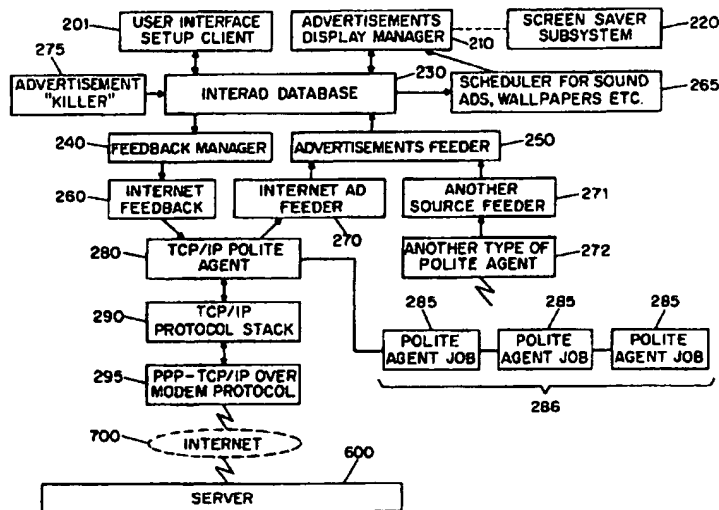




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(54) Title: METHOD AND APPARATUS FOR TRANSMITTING AND DISPLAYING INFORMATION BETWEEN A REMOTE NETWORK AND A LOCAL COMPUTER



(57) Abstract

Methods and apparatus are provided for selecting advertisements (50) and other information from a computer network database (730) based on user defined preferences and transmitting the selected advertisement in background mode over a communications link (703) between the computer network (700) and a local computer (500) with minimal interference with other processes (285) communicating over the communications link (703). This method includes monitoring the communications link (703) and transmitting portions of the advertisement (50) when the communications link line utilization is below a preestablished threshold. Methods and apparatus are also provided for displaying or otherwise presenting the selected advertisements on the user's computer. Additional methods and apparatus are provided for selecting and presenting information stored on a local storage media (230) based on user defined preferences.

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INTERNATIONAL SEARCH REPORT

int. : 0101 appucaoion no.

PCT/IB96/00829

A. CLASSIFICATION OF SUBJECT MATTER
 IPC(6) : G06F 13/00, 13/36
 US CL : 395/200.09, 200.13; 370/229, 230, 232, 235; 348/10, 522
 According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED
 Minimum documentation searched (classification system followed by classification symbols)
 U.S. : 395/200.01, 200.09, 200.11, 200.13; 370/229, 230, 232, 235; 348/10, 522

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
 APS
 search terms: utilization rate, threshold, advertisement, customization

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X --- Y	US 5,220,564 A (TUCH et al.) 15 June 1993, abstract; col.1, lines 50-68; col.4, lines 3-68; col.5, lines 22-51.	1,3 ----- 7, 9 - 10, 12 - 13, 15-16
X ---,E Y	US 5,604,542 A (DEDRICK) 18 February 1997, the entire document.	5,8 ----- 7, 9 - 10, 12 - 13, 15-16
X ---,E Y	US 5,600,364 A (HENDRICKS et al.) 04 February 1997, abstract; fig.11-12,18-19,21; col.29, line 30 - col.31, line 63; col.34, line 40 - col.39, line 53.	5,8 ----- 7, 9 - 10, 12 - 13, 15-16

Further documents are listed in the continuation of Box C. See patent family annex.

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Date of the actual completion of the international search 16 APRIL 1997	Date of mailing of the international search report 08 MAY 1997
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INTERNATIONAL SEARCH REPORT

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PCT/IB96/00829

C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X --- Y	US 5,283,639 A (ESCH et al.) 01 February 1994, the entire document.	5,8 ----- 7,9-10,12-13,15-16
X --- Y	US 5,412,416 A (NEMIROFSKY) 02 May 1995, the entire document.	5,8 ----- 7,9-10,12-13,15-16
A	US 5,099,420 A (BARLOW et al.) 24 March 1992, the entire document.	1-16